

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 549856 / | | <u>Alt Order #</u> |
| <u>Product</u> Kaine for Senate 2012 | | |
| <u>Contract Dates</u> 09/03/12 - 09/09/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Kaine/D/Senate | | <u>Original Date / Revision</u> 08/07/12 / 08/07/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WTKR | <u>Account Executive</u> Local WTKR House | <u>Sales Office</u> Norfolk |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|-------------------|---------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|----------|
| 1 | 3 | 09/03/12 | 09/09/12 | NewsChannel 3 News | 5-6am | | :30 | | | NM | 2 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | --WT--- | | | | 2 | \$120.00 | | | |
| 2 | 3 | 09/03/12 | 09/09/12 | Newschannel 3 News | 6-7am | | :30 | | | NM | 5 | \$925.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 5 | \$185.00 | | | |
| 3 | 3 | 09/03/12 | 09/09/12 | CBS This Morning | 7-9a | | :30 | | | NM | 3 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -T-TF-- | | | | 3 | \$100.00 | | | |
| 4 | 3 | 09/03/12 | 09/09/12 | Price Is Right | 11am-12n | | :30 | | | NM | 1 | \$295.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | M---F-- | | | | 2 | \$295.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | 3 | 09/03/12-09/09/12 | Price Is Right | 11am-12n | M-----F---- | :30 | | \$295.00 | NM | | |
| | Credited | | | | | | | | | | | |
| 5 | 3 | 09/03/12 | 09/09/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 1 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | | | 1 | \$210.00 | | | |
| 6 | 3 | 09/03/12 | 09/09/12 | CBS Daytime | 1228-3pm | | :30 | | | NM | 1 | \$295.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | | | 1 | \$295.00 | | | |
| 7 | 3 | 09/03/12 | 09/09/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$140.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | 3 | 09/03/12-09/09/12 | Ellen Degeneres 3pm | 3-4pm | -----F---- | :30 | | \$140.00 | NM | | |
| | Credited | | | | | | | | | | | |
| 8 | 3 | 09/03/12 | 09/09/12 | NewsCha 3 News First @ 4p | 358-5pm | | :30 | | | NM | 3 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 5 | \$100.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | 3 | 09/03/12-09/09/12 | NewsCha 3 News First @ 4p | 358-5pm | MTuWThF---- | :30 | | \$100.00 | NM | | |
| | Credited | | | | | | | | | | | |
| | 3 | 3 | 09/03/12-09/09/12 | NewsCha 3 News First @ 4p | 358-5pm | MTuWThF---- | :30 | | \$100.00 | NM | | |
| | Credited | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 549856 / | |

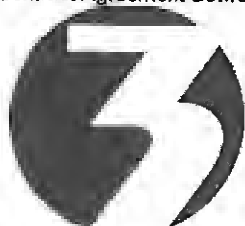
| Contract Dates | Product | Estimate # |
|---------------------|-----------------------|------------|
| 09/03/12 - 09/09/12 | Kaine for Senate 2012 | |

| Advertiser | Original Date / Revision |
|----------------|--------------------------|
| Kaine/D/Senate | 08/07/12 / 08/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals Spots | Amount |
|-------|-------------|-------------------|-------------------|---------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|--------------|------------|
| E 9 | 3 | 09/03/12 | 09/09/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 3 | \$495.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 5 | \$165.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | 3 | 09/03/12-09/09/12 | Newschannel 3 News | 5-530pm | MTUWThF---- | :30 | | \$165.00 | NM | | |
| | Credited | | | | | | | | | | | |
| | 4 | 3 | 09/03/12-09/09/12 | Newschannel 3 News | 5-530pm | MTUWThF---- | :30 | | \$165.00 | NM | | |
| | Credited | | | | | | | | | | | |
| E 10 | 3 | 09/03/12 | 09/09/12 | Newschannel 3 News | 530-6pm | | :30 | | | NM | 3 | \$660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 5 | \$220.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | 3 | 09/03/12-09/09/12 | Newschannel 3 News | 530-6pm | MTUWThF---- | :30 | | \$220.00 | NM | | |
| | Credited | | | | | | | | | | | |
| | 5 | 3 | 09/03/12-09/09/12 | Newschannel 3 News | 530-6pm | MTUWThF---- | :30 | | \$220.00 | NM | | |
| | Credited | | | | | | | | | | | |
| 11 | 3 | 09/03/12 | 09/09/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 5 | \$1,725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 5 | \$345.00 | | | |
| 12 | 3 | 09/03/12 | 09/09/12 | 7-730pm | 7-730pm | | :30 | | | NM | 1 | \$310.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | M----- | | | | 1 | \$310.00 | | | |
| E 13 | 3 | 09/03/12 | 09/09/12 | 730-8pm | 730-8pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | | | 1 | \$330.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | 3 | 09/03/12-09/09/12 | 730-8pm | 730-8pm | ----Th----- | :30 | | \$330.00 | NM | | |
| | Credited | | | | | | | | | | | |
| 14 | 3 | 09/03/12 | 09/09/12 | Monday Prime | 10-11pm | | :30 | | | NM | 1 | \$1,655.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | M----- | | | | 1 | \$1,655.00 | | | |
| 15 | 3 | 09/03/12 | 09/09/12 | NCIS | 8-9pm | | :30 | | | NM | 1 | \$2,060.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | | | 1 | \$2,060.00 | | | |
| 16 | 3 | 09/03/12 | 09/09/12 | Saturday Prime | 10-11pm | | :30 | | | NM | 1 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | | | | 1 | \$420.00 | | | |
| 17 | 3 | 09/03/12 | 09/09/12 | Sunday Prime | 9-10pm | | :30 | | | NM | 1 | \$1,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | | | | 1 | \$1,080.00 | | | |
| 18 | 3 | 09/03/12 | 09/09/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 7 | \$3,780.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWTF-- | | | | 7 | \$540.00 | | | |
| 19 | 3 | 09/03/12 | 09/09/12 | Late News (Sa-Su) | 11-1135p | | :30 | | | NM | 2 | \$730.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----SS | | | | 2 | \$365.00 | | | |
| 20 | 3 | 09/03/12 | 09/09/12 | Late Night with David Letterman | 1135pm-1235am | | :30 | | | NM | 2 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -T-T--- | | | | 2 | \$165.00 | | | |
| 21 | 3 | 09/07/12 | 09/07/12 | Friday Prime | 8-9pm | | :30 | | | NM | 1 | \$630.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 549856 / | |

| | | |
|-----------------------|-----------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/03/12 - 09/09/12 | Kaine for Senate 2012 | |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Kaine/D/Senate | 08/07/12 / 08/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | | | | | | | | | | Spots | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$630.00 | | | |
| N 22 3 | | 09/07/12 | 09/09/12 | Friday Prime | 10-11pm | | :30 | | | NM | 1 | \$980.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$980.00 | | | |
| Totals | | | | | | | | | | | 45 | \$17,420.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/09/12 | 45 | \$17,420.00 | \$14,807.00 |
| Totals | 45 | \$17,420.00 | \$14,807.00 |

Signature: _____ **Date:** _____

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